

FOR IMMEDIATE RELEASE

Crepe Delicious, Canada's fastest growing mall-based creperie, has expanded to **Kuwait** with its first store opening in **Divonne Village**.



Toronto – March 28, 2014

Crepe Delicious, Canada's largest and fastest growing mall-based creperie is proud to announce the opening of its first location in **Kuwait**. Located in the newly built restaurant complex in the Abu Al-Hasaniya next to **Divonne Village**, this is the 18th franchise for the Canadian franchise chain. This location represents the first of 8 locations planned over the next 3 years with **Almadar Restaurants**, the partner selected to lead Area Development in Kuwait.

The **Kuwait City location** stands at 2,000 square feet, offers table service and boasts an impressive menu. Rooted in crepe culture and offering a wide range of signature sweet and savoury crepes including the ever-popular "Tuttie Fruitti" made with Nutella, fresh strawberries and bananas, and the classic "Popeye" made with spinach, tomato & feta, this location features an expanded menu. Healthy dining options such as soups, salads and sandwiches are showcased along with a selection of fresh juices and mocktails.

Founded by entrepreneur and chef **Oded Yefet**, **Crepe Delicious** is committed to healthy eating. The company uses only the finest and freshest ingredients to fill its signature, fresh to order crepes. The crepe itself has only 130 calories and 3.5 grams of fat; and it can be filled with endless possibilities of nutritious choices including fruits and vegetables, the finest dressings and sauces, and premium lean meats.

Crepe Delicious offers an outstanding opportunity for potential franchisees to run a turn-key operation receiving full training and support to establish, manage and grow the business. **Almadar Restaurants** will be seeking suitable franchisees to further establish the **Crepe Delicious** brand in **Kuwait** and lead the development of this unique concept.

Crepe Delicious founder and chef **Oded Yefet** embarked on an international journey to search for the perfect addition to the vibrant North American quick service restaurant industry. His travels took him across the globe from Western Europe to Far East Asia, with stops through North Africa. When he was on the streets of Paris, he saw street vendors serving crepes, as an alternative to North America's typical hotdog. **Oded Yefet** took this elegant yet simple concept, combined with over twenty years of hotel and restaurant experience and created **Crepe Delicious**. **Crepe Delicious** is Canada's largest chain specializing in the creation of world-class sweet and savoury crepes. The company is a leader in the trend towards healthier eating.

Crepe Delicious Locations:

Canada

Vaughan Mills Shopping Centre Reopening Fall 2014 (Vaughan, ON)

Toronto Eaton Centre (Toronto, ON)

Niagara Falls, Clifton Hill (Niagara Falls, ON)

Cambridge Centre (Cambridge, ON)

Sherway Gardens (Mississauga, ON)

Bramalea City Centre (Brampton, ON)

Upper Canada Mall (Newmarket, ON)

Conestoga Mall (Waterloo, ON)

St. Laurent Centre, (Ottawa, ON)

Devonshire Mall, (Windsor, ON)

CrossIron Mills (Calgary, AB)

Core (Calgary, AB)

Coquitlam Centre (Vancouver, BC)

Champlain Place (Moncton, NB)

Direct Energy Centre (Toronto, ON)

Metro Toronto Convention Centre (Toronto, ON)

USA

University of Illinois (Chicago, IL)

International

Divonne Village (Kuwait City)

For more information, please visit:

www.crepedelicious.com

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